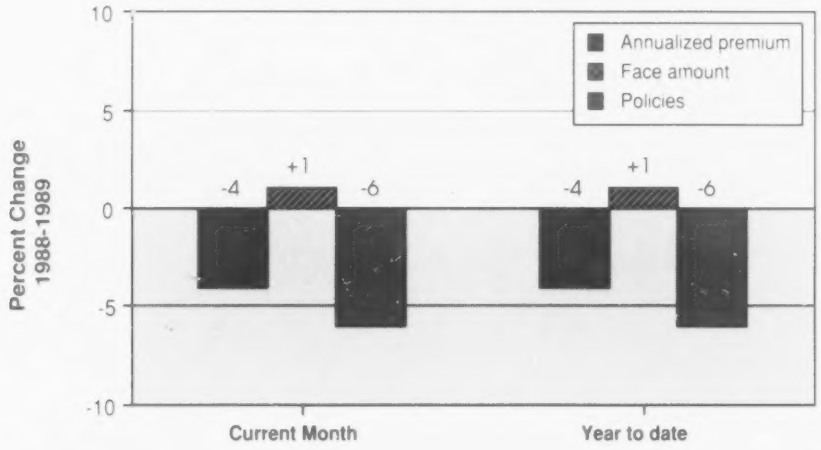
AG225-1

I/R Code 47.40
June 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

Individual Sales

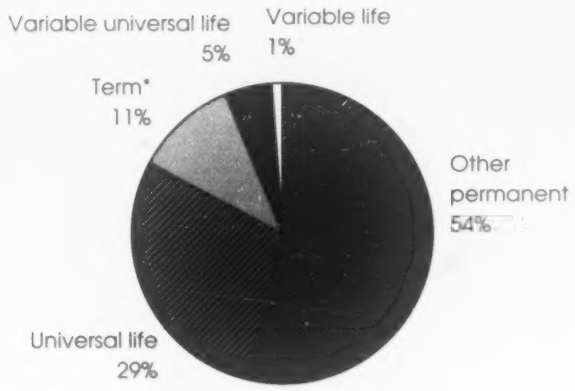
122 Companies



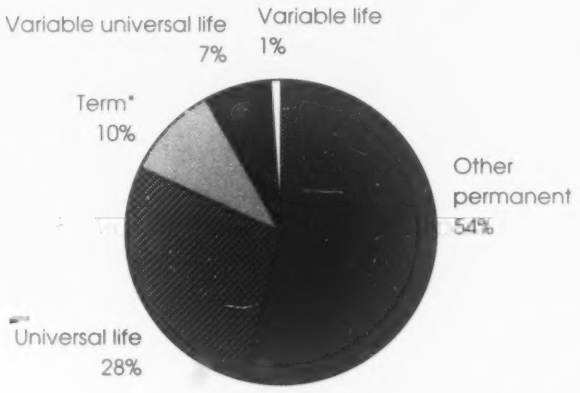
Annualized premium includes 10 percent of single premiums. Some companies report only premium (without corresponding face amount) for single premium paid-up addition riders.

Annualized Premium Market Share by Product

Current Month



Prior 12 Months (June 1988 – May 1989)



*Estimated based on 86 companies

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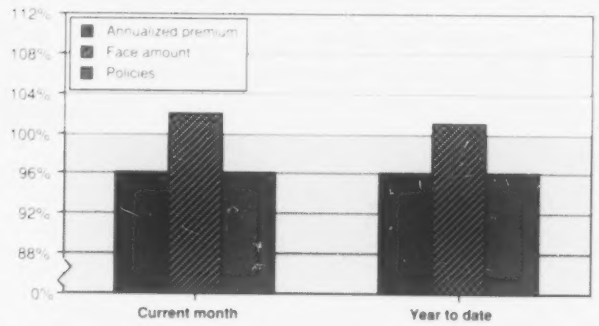
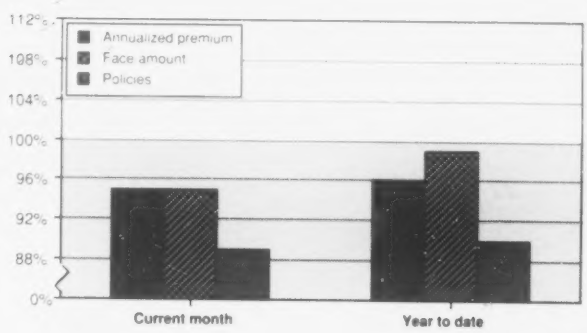
111 Ordinary Companies and Departments

Ratio 1989/1988



18 Home Service Companies and Departments

Ratio 1989/1988



Policy Characteristics – All Companies

Year to Date

	Premium per $1,000	Average size policy	Premium per policy
Total home service companies and departments	$15.56	$ 13,932	$ 217
Total ordinary companies and departments	$ 9.21	$ 91,867	$ 847
Total sales	$ 9.59	$ 68,946	$ 661

Policy Characteristics by Product

Year to Date

	Premium per $1,000	Average size policy	Premium per policy
Term (86 cos.)	$ 2.56	$ 159,235	$ 407
Universal life (106 cos.)	$10.54	$ 92,328	$ 973
Variable life (18 cos.)	$13.56	$ 82,835	$ 1,123
Variable universal life (27 cos.)	$12.28	$ 103,424	$ 1,270
Other permanent* (85 cos.)	$17.02	$ 36,291	$ 618

*Includes current-assumption whole life

Sales Comparisons with Last Year

Year to Date Ratio 1989/1988

	Annualized premium	Face amount	Number of policies
Term (86 cos.)	99%	99%	92%
Universal life (106 cos.)	105%	108%	104%
Variable life (18 cos.)	41%	55%	47%
Variable universal Life (27 cos.)	85%	90%	97%
Other permanent* (85 cos.)	92%	99%	91%

*Includes current-assumption whole life

Single Premium vs. Periodic Premium

(in thousands)

	Single premium (full value)			Annualized premium (excluding single)		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
Month	$ 345,565	$ 83,808	24%	$ 505,064	$ 510,260	101%
Year to date	$ 2,042,747	$ 540,348	26%	$ 2,822,190	$ 2,840,779	101%

Universal Life

Interest Rates This Month

Median	8.8%
Range	7.2% - 10.2%
Range of middle 50%	8.5% - 9.0%
Number of companies reporting	97
Number of plans reported	287

Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1988 - 1989	Number of . . . Ordinary cos./depts.	Home service cos./depts.
21% or over	17	0
11% – 20%	18	0
1% – 10%	19	7
-9% – 0	22	5
-19% – -10%	22	4
-20% or under	13	2

June Sales*

	Annualized premium+ (000)			Face amount (000)			Number of policies		
122 Companies									
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 404,680	$ 416,773	103%	$ 38,969,254	$ 41,890,878	107%	594,197	597,838	101%
February	480,236	433,844	90	47,767,359	45,846,587	96	769,321	684,845	89
March	556,093	533,251	96	55,519,936	55,705,533	100	897,456	817,025	91
April	525,186	475,934	91	51,704,238	50,527,346	98	792,927	745,114	94
May	520,650	516,371	99	51,509,556	53,727,485	104	783,634	770,669	98
June	539,620	518,641	96	53,374,386	54,100,312	101	809,799	761,824	94
July	483,136			47,400,405			703,809		
August	522,776			52,210,639			779,715		
September	512,312			50,717,788			758,425		
October	489,878			51,115,687			761,993		
November	508,689			52,394,070			767,922		
December	709,237			65,768,135			852,018		
Year Total	$6,252,493			$618,451,453			9,271,216		
Year to date	$3,026,465	$2,894,814	96%	$298,844,729	$301,798,141	101%	4,647,334	4,377,315	94%
111 Ordinary Companies and Departments									
Month	$ 489,049	$ 470,588	96%	$ 50,125,570	$ 51,011,218	102%	568,345	546,977	96%
Year to date	$2,736,856	$2,615,656	96%	$280,757,625	$ 283,862,846	101%	3,219,377	3,089,940	96%
18 Home Service Companies and Departments									
Month	$ 50,571	$ 48,053	95%	$ 3,248,816	$ 3,089,094	95%	241,454	214,847	89%
Year to date	$ 289,609	$ 279,158	96%	$ 18,087,104	$ 17,935,295	99%	1,427,957	1,287,375	90%

+Includes 10 percent of single premiums

*Excludes $210 million of corporate-owned life insurance premiums reported in 1988 and $176 million reported in the first six months of 1989.

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration) and products without insurance (such as annuities). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 122 companies — and their 56 subsidiary companies — operating in the United States. These contributors represent 61 percent of the 1987 United States ordinary volume sold and 69 percent of 1987 *first-year collected* premiums. Since no industry data are available on total *annualized* new ordinary premiums, the proportion of annualized premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

Contact: Elaine F. Tumicki, CLU, ChFC
- Project Director
Paul J. Lanza
Andrea L. Sohacki
Susan M. Rosenberger
Ellen M. Bush

—Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

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June 1989

SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

Note: Lamar Life and the ordinary division of Durham Life are no longer able to participate. All back data have been revised to reflect these changes.

Ordinary Sales Revised Through June 1989

Large-case Corporate-owned Life Insurance (excluded from the survey)

(Sales results of three companies)

	Annualized premium (000)		Face amount (000)		Number of policies	
	1988	1989	1988	1989	1988	1989
First quarter	$ 13,570	$ 70,010	$ 171,934	$1,752,254	1,357	7,057
Second quarter	34,180	106,040	138,634	3,905,095	2,050	11,847
Third quarter	158,677		1,202,511		19,795	
Fourth quarter	3,509		72,199		152	
Year Total	$209,936		$1,585,278		23,354	
Year to date	$ 47,750	$176,050	$ 310,568	$5,657,349	3,407	18,904

Total Single Premium (000)

	1988	1989	Ratio 89/88
January	$ 332,152	$ 106,765	32%
February	345,754	86,271	25
March	380,253	97,871	26
April	330,491	78,156	24
May	308,532	87,477	28
June	345,565	83,808	24
July	302,925		
August	282,435		
September	216,967		
October	174,163		
November	155,424		
December	195,299		
Year Total	$3,369,960		
Year to date	$2,042,747	$ 540,348	26%

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111 Ordinary Companies and Departments

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 367,373	$ 378,204	103%	$ 36,703,573	$ 39,463,409	108%	403,493	413,531	102%
February	431,995	390,241	90	44,856,970	43,074,658	96	527,720	480,014	91
March	500,821	483,093	96	52,056,120	52,432,924	101	624,534	585,812	94
April	476,927	428,476	90	48,653,008	47,435,932	97	557,114	526,189	94
May	470,691	465,054	99	48,362,384	50,444,705	104	538,171	537,417	100
June	489,049	470,588	96	50,125,570	51,011,218	102	568,345	546,977	96
July	440,024			44,624,459			496,410		
August	475,094			49,130,276			547,328		
September	465,545			47,677,928			537,634		
October	443,061			48,022,683			540,853		
November	463,486			49,413,967			553,801		
December	661,838			62,816,146			633,516		
Year total	$5,685,904			$ 582,443,084			6,528,919		
Year to date	$2,736,856	$2,615,656	96%	$ 280,757,625	$283,862,846	101%	3,219,377	3,089,940	96%

18 Home Service Companies and Departments

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 37,307	$ 38,569	103%	$ 2,265,681	$ 2,427,469	107%	190,704	184,307	97%
February	48,241	43,603	90	2,910,389	2,771,929	95	241,601	204,831	85
March	55,272	50,158	91	3,463,816	3,272,609	94	272,922	231,213	85
April	48,259	47,458	98	3,051,230	3,091,414	101	235,813	218,925	93
May	49,959	51,317	103	3,147,172	3,282,780	104	245,463	233,252	95
June	50,571	48,053	95	3,248,816	3,089,094	95	241,454	214,847	89
July	43,112			2,775,946			207,399		
August	47,682			3,080,363			232,387		
September	46,767			3,039,860			220,791		
October	46,817			3,093,004			221,140		
November	45,203			2,980,103			214,121		
December	47,399			2,971,989			218,502		
Year total	$ 566,589			$ 36,008,369			2,742,297		
Year to date	$ 289,609	$ 279,158	96%	$ 18,087,104	$ 17,935,295	99%	1,427,957	1,287,375	90%